R E P O R T R E S U M E S

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INFORMATION SYSTEMS, A VEHICLE FOR DIFFUSION OF EDUCATIONAL IDEAS.

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INFORMATION SYSTEMS CAN OFFER A DELIBERATE MECHANISM FOR THE DIFFUSION OF EDUCATIONAL IDEAS. TO ACCOMPLISH THIS, THE FOLLOWING FACTORS MUST RECEIVE ADEQUATE ATTENTION--(1) THE ORGANIZATION OF KNOWLEDGE SO THAT ALTERNATIVE CONCEPTS CAN BE LOCATED, (2) THE IDENTIFICATION OF USER GROUPS AND THEIR INFORMATION NEEDS, (3) THE EXTENSIVENESS OF DIFFUSION OF INFORMATION AND THE DEGREE OF PENETRATION THROUGH VARIOUS DISSEMINATION TECHNIQUES WITHIN USER GROUPS, AND (4) FEEDBACK TECHNIQUES ON THE EFFECTIVENESS OF THE CONCEPTS DISSEMINATED. IT IS THE GOAL OF THE EDUCATIONAL RESOURCES INFORMATION CENTER TO BECOME A VIABLE AND EFFECTIVE INFORMATION SYSTEM FOR THE PROFESSIONAL FIELD OF EDUCATION. THE CLEARINGHOUSE ON VOCATIONAL AND TECHNICAL EDUCATION IS NOW COLLECTING, ABSTRACTING, INDEXING, AND DISSEMINATING THE RECORDED BODY OF KNOWLEDGE GENERATED BY THE VOCATIONAL PROFESSION AND ITS RELATED AREAS THROUGH TWO QUARTERLY PUBLICATIONS, ABSTRACTS OF INSTRUCTIONAL MATERIALS IN VOCATIONAL AND TECHNICAL EDUCATION (AIM) AND ABSTRACTS OF RESEARCH AND RELATED MATERIALS IN VOCATIONAL AND TECHNICAL EDUCATION (ARM), AND THROUGH RESEARCH IN EDUCATION (RIE) WHICH ALSO IDENTIFIES MATERIALS IN OTHER DISCIPLINES. THE RESEARCH COORDINATING UNITS (RCU) ARE THE LOGICAL DISSEMINATION NETWORK AGENTS WITHIN THE STATES. THE CLEARINGHOUSE ON VOCATIONAL AND TECHNICAL EDUCATION AND A GROUP OF RCU DIRECTORS ARE TO DRAFT GUIDELINES FOR STATE INFORMATION SERVICES AS A PRELIMINARY TO MEETING WITH ALL RCU DIRECTORS TO WORK OUT OPERATIONAL PROBLEMS OF THE INFORMATION SYSTEM. THE PROPOSED GUIDELINES SHOULD BE FLEXIBLE AND OPEN-ENDED SO THAT EACH STATE CAN DECIDE WHICH ASPECTS ARE DESIRABLE AND WORKABLE FOR THAT STATE. AVAILABILITY INFORMATION FOR AIM AND ARM MICROFICHE SETS IS INCLUDED. THIS SPEECH WAS DELIVERED AT THE NATIONAL CONFERENCE ON THE DIFFUSION OF EDUCATIONAL IDEAS (MICHIGAN STATE UNIVERSITY, MARCH 26-28, 1968). (MM)

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Information Systems: A Vehicle for Diffusion of Educational Ideas.

by

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The Center for Research and Leadership Development in Vocational and Technical Education

The Ohio State University

Paper presented at the National Conference on the Diffusion of Educational Ideas, East Lansing, Michigan, March 26-28, 1968, sponsored by The Research Coordinating Unit of the Vocational Education Division of the Michigan Department of Education in cooperation with the United States Office of Education and the Department of Communication and Continuing Education Service, Michigan State University.

VT005193

Information Systems;
A Vehicle for Diffusion of Educational Ideas

In order to comment on information systems as a vehicle for diffusion of educational ideas, perhaps it would be appropriate to review the important elements of diffusion.

1. First, there is an idea or concept.
2. The idea is communicated from one individual to another.
3. This activity occurs in a social system.
4. It occurs over time.
5. The concept is adopted, adapted, or rejected.

The theoretical or conceptual framework of diffusion is viable and provides guidance but there must be a deliberate mechanism to implement this framework. In short, an effective and pervasive information system is required. However, to date there has been very little success in building effective information systems. What are some of the reasons for this state of affairs? I believe that there are factors which have significant bearing upon the diffusion of ideas which have not received adequate attention. These are factors which involve:

1. The organization of knowledge so that alternative concepts can be located.
2. The identification of user groups of information and their information needs.
3. The extensiveness of diffusion of information within these user groups and the degree of penetration through various dissemination techniques. These may be recorded and/or verbal techniques.
   e.g. Specialized packages of information for pre-identified needs

of a specific user group could be produced which would have significant impact upon this group.

4. Feedback techniques on the effectiveness of the concepts disseminated.

I submit that a dynamic and responsive information system should be able to deal effectively with these factors and thereby become an effective vehicle for the diffusion of educational ideas. Such a system must first gather together a body of knowledge which can be used to locate a number of ideas; thereby providing a choice of concepts. There must be easy access to this knowledge without a lot of roadblocks. Within the body of knowledge there must be access to specific ideas. With the proliferation of ideas, evaluation and synthesis of these concepts by recognized authorities must be provided.

An effective information system must be concerned with methods of dissemination of this body of knowledge to different user groups. More efforts must be expended in identification of user groups and their information needs. The logical next step is to determine whether information that has been generated and collected meets these needs. Does the information need to be re-organized, or possibly re-stated to meet the needs of the user? Perhaps the information needed by a user group has never been generated and efforts should be directed towards stimulating qualified persons to generate such information.

Within user groups, there must be concern for the extensiveness and depth of penetration of dissemination of information from individual to individual. This requires the use of formal and informal methods of

dissemination which directly relate to the diffusion and adoption process. It requires organization of compatible information networks at local, state, national and international levels with switching devices between these levels and within these levels. These networks must have built-in allowances for flexibility. This must relate to:

1. language compatibility and search strategies
2. hardware compatibility
3. delineation of services and the division of labor

Next, a dynamic information system must evolve feedback techniques on the effectiveness and usefulness of the information and ideas in attaining the desired objectives of a user group and the individuals within those groups.

It is the goal of ERIC to become this kind of viable and effective information system for the professional field of education - first as a national system and then as part of an international network. Plans are being laid now for activities in the international arena.

How does a segment of the field of education such as vocational and technical education fit into this picture? The Clearinghouse on Vocational and Technical Education has initiated the basic steps of collecting the recorded body of knowledge generated by the vocational profession and its related areas. This knowledge is being abstracted, indexed and disseminated through two quarterly publications, Abstracts of Instructional Materials in Vocational and Technical Education (AIM) and Abstracts of Research and Related Materials in Vocational and Technical Education (ARM). With the assistance of advisory committees these publications have been

specifically designed as the basic information tools for the vocational profession. In addition there are other important publications such as Research in Education which identify significant materials in other disciplines. The time of many groups and many persons will be saved by having access to this information.

The Vocational Clearinghouse staff is working hard on the one thousand and one details that are involved in the complex problems inherent in gathering recorded knowledge, organizing it and making it available. For example, a number of suggestions were received requesting a back-up of microfiche for AIM and ARM. A back-up system has been negotiated through Central ERIC with the ERIC Document Reproduction Service (EDRS) and microfiche sets for AIM and ARM will be available by an ED number. A letter explaining this is being mailed to you and the state directors this week. A copy of this letter is attached as Appendix I of this report for information purposes. If you have questions after reading this information, I shall be glad to answer them. We know it would save time and money if a subscription system could be established for these microfiche packages. We anticipate that a price reduction might be negotiated if we could guarantee EDRS a basic number of subscriptions. Hence we are asking for an indication of interest from you in this regard. This example shows how quickly one can get involved in the multitudinous details of an information system.

To get back to the big picture, we know it is equally important to work on dissemination activities and feedback techniques. It is self evident that an information system that has the potential of serving thousands of professional vocational educators as well as many other

interested groups requires a viable dissemination network. The Research Coordinating Units are the logical agents within the states who can become one of the most important links of the entire system. Already the Clearinghouse on Vocational and Technical Education is beginning to refer users to the Research Coordinating Units. However, we know that considerable effort must be expended to effect a compatible but flexible information system. In order to do this, the Clearinghouse on Vocational and Technical Education has invited an Ad Hoc group of RCU directors to meet in Columbus at least twice later in the spring to draft some guidelines for state information services. The states involved are

1. California
2. Kansas
3. New Jersey
4. Oregon
5. North Carolina
6. Wisconsin

The type of activities to be covered by the Committee are

1. Identification of user groups and services to them
2. Synthesis and information analysis activities
3. Indexing
4. Search techniques
5. Feedback techniques
6. Consumer education

This is being done looking towards meeting with RCU directors for the purpose of working out operational problems of the information system. We know there are other states who are actively working on procedures and we solicit their assistance by contacting Dr. Robert Taylor, Director of the Center for Vocational and Technical Education, or myself

in respect to using their materials. The resulting guides evolved by the Ad Hoc Committee should be flexible and open-ended with the recognition that each state will have to decide which aspects are desirable and workable for that state.

Our goal is to provide an information system that will be effective and we invite your suggestions and assistance. We are confident that through the cooperative relationship which is being established with the Research Coordinating Units we have the beginnings of a viable system which will contribute to and extend the diffusion and dissemination process.

The Center For RESEARCH AND LEADERSHIP DEVELOPMENT IN
Vocational and Technical Education

THE OHIO STATE UNIVERSITY
980 KINNEAR ROAD
COLUMBUS, OHIO 43212

March 26, 1968

To: State Directors of Vocational and Technical Education
RCU Directors

Dear Colleague:

Efforts are being made by Central ERIC (USOE) to resolve the delays in issuing Research in Education and the microfiche which back up this publication.

The microfiche sets of titles for the fall issue of Abstracts of Instructional Materials in Vocational and Technical Education (AIM) and fall issue of Abstracts of Research and Related Materials in Vocational and Technical Education (ARM) have been completed and are now available from the ERIC Document Reproduction Service (EDRS). (As soon as the microfiche for Winter AIM and ARM are available, the ED numbers will be sent to you.) The ED numbers and price for ordering are:

ED Number	Price	Number of Individual Documents Filmed	Title
ED 013 339	$19.50	74	Microfiche Collection of Documents Reported in Abstracts of Instructional Materials in Vocational and Technical Education, Fall 1967.
ED 013 338	$22.75	99	Microfiche Collection of Documents Reported in Abstracts of Research and Related Materials in Vocational and Technical Education, Fall 1967.

There may be a discrepancy between the prices shown in the February issue of Research in Education for these collections and the price listed in this letter. It is our understanding that the price we are sending you is the correct amount.

Additional ordering information is:

EDRS
The National Cash Register Company
4936 Fairmont Avenue
Bethesda, Maryland 20014

Please add applicable state sales taxes or submit tax exemption certificate.

Enclosed is a list of the VT numbers in each publication which are included in these sets. The specific titles can be checked in the Document Number Index of AIM and ARM.

The documents have been filmed in sequential order by VT number. Each new title starts in the next frame following the last filmed page of a previous title. An illustration is enclosed showing how this is effected.

Our Clearinghouse is working with Central ERIC and EDRS on the possibility of establishing subscriptions to the microfiche sets for AIM and/or ARM so that these sets can be automatically mailed to the subscribing agency. It is believed that if there are a sufficient number of subscriptions, a reduction in price could be effected. We realize that a few groups will want to subscribe to all fiche from all clearinghouses. If this is done, the sets for AIM and ARM will automatically be included. However, it is anticipated that many vocational agencies will want only the sets for AIM and ARM which include some titles not announced in RIE from the Vocational and Technical Education Clearinghouse. Titles abstracted by other clearinghouses could be ordered separately as they are identified in Research in Education.

It would be helpful if you would indicate your interest in subscribing to AIM and ARM sets of microfiche on the enclosed form so we may have some data to use in discussing a subscription program with Central ERIC and EDRS.

Sincerely,

Robert E. Taylor
Director

RET:mth

Enclosures

cc: H. Marron
L. Burchinal
L. Braaten

ERIC Clearinghouse
The Center for Vocational and Technical Education
The Ohio State University
980 Kinnear Road
Columbus, Ohio 43212

Vocational Technical (VT) Number Index to Microfiche Collection of Documents Reported in AIM, Fall 1967

VT Number	ED Number[1]
VT 000 111	
VT 000 114	
VT 000 115	
VT 000 116	
VT 000 350	
VT 000 356	
VT 000 364	ED
VT 000 488	ED 012 761
VT 000 489	ED 012 762
VT 000 490	ED 012 763
VT 000 491	ED 012 764
VT 000 492	ED 012 765
VT 000 493	ED 012 766
VT 000 494	ED 012 767
VT 000 495	ED 012 768
VT 000 496	ED 012 769
VT 000 497	ED 012 770
VT 000 498	ED 012 771
VT 000 499	ED 012 772
VT 000 500	ED 012 773
VT 000 501	ED 012 774
VT 000 502	ED 012 775
VT 000 503	ED 012 776
VT 000 504	ED 012 777
VT 000 507	ED 012 778
VT 000 611	
VT 000 990	ED
VT 001 132	ED
VT 001 140	ED
VT 001 277	
VT 002 011	
VT 002 032	
VT 002 040	
VT 002 095	
VT 002 158	
VT 002 174	ED 011 551
VT 002 175	ED 011 552
VT 002 176	ED
VT 002 177	ED 011 553
VT 002 178	
VT 002 179	ED 011 554
VT 002 180	ED 011 555
VT 002 223	ED 011 556
VT 002 224	ED 011 557
VT 002 227	ED 011 558
VT 002 251	
VT 002 252	
VT 002 254	
VT 002 257	ED
VT 002 258	ED
VT 002 259	ED
VT 002 260	ED
VT 002 262	ED
VT 002 263	ED 011 561
VT 002 409	ED
VT 002 411	ED
VT 002 484	ED 012 336
VT 002 780	ED
VT 002 781	
VT 002 782	ED
VT 002 786	ED
VT 002 792	
VT 002 857	
VT 002 924	ED
VT 002 934	ED
VT 002 995	
VT 003 003	
VT 003 014	ED
VT 003 017	
VT 003 022	
VT 003 024	ED
VT 003 124	ED
VT 003 129	
VT 003 132	

[1]Also available from EDRS as individual documents.

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Vocational Technical (VT) Number Index to Microfiche Collection of Documents Reported in ARM, Fall 1967

VT Number	ED Number[1]
VT 000 000	ED 010 785
VT 000 001	ED 010 786
VT 000 002	
VT 000 004	
VT 000 007	ED 010 787
VT 000 008	
VT 000 010	ED 010 788
VT 000 011	ED 010 789
VT 000 014	
VT 000 015	ED 011 282
VT 000 016	
VT 000 019	
VT 000 020	
VT 000 021	ED 011 283
VT 000 023	ED 010 790
VT 000 024	
VT 000 025	ED 011 284
VT 000 026	ED 010 791
VT 000 027	ED 011 912
VT 000 028	ED 011 913
VT 000 030	
VT 000 033	ED 011 914
VT 000 034	ED 011 915
VT 000 035	ED 011 916
VT 000 036	ED 011 917
VT 000 037	ED 012 299
VT 000 038	
VT 000 039	ED 012 300
VT 000 041	ED 012 301
VT 000 044	ED 012 302
VT 000 045	ED 012 744
VT 000 054	ED 012 747
VT 000 059	
VT 000 063	ED 010 792
VT 000 065	
VT 000 067	ED 010 793
VT 000 068	
VT 000 075	
VT 000 077	ED 011 546
VT 000 078	ED 011 918

VT Number	ED Number[1]
VT 000 082	ED 011 919
VT 000 086	
VT 000 087	
VT 000 088	ED 011 920
VT 000 093	ED 012 307
VT 000 096	ED 012 749
VT 000 100	ED 010 794
VT 000 119	
VT 000 342	ED 012 751
VT 000 343	
VT 000 344	
VT 000 345	
VT 000 347	
VT 000 354	ED 012 752
VT 000 355	ED 012 753
VT 000 357	
VT 000 395	ED 011 921
VT 000 396	ED 011 922
VT 000 397	
VT 000 399	
VT 000 402	ED 012 310
VT 000 403	ED 011 923
VT 000 406	ED 011 924
VT 000 407	ED 011 925
VT 000 408	
VT 000 410	ED 011 926
VT 000 413	ED 012 754
VT 000 417	
VT 000 418	ED 012 311
VT 000 419	ED 011 927
VT 000 421	ED 012 312
VT 000 434	
VT 000 435	
VT 000 436	ED 012 756
VT 000 448	
VT 000 453	ED 012 313
VT 000 460	
VT 000 462	
VT 000 464	ED 012 757
VT 000 505	ED 011 030

VT Number	ED Number[1]
VT 000 523	ED 011 285
VT 000 554	ED 011 286
VT 000 558	ED 011 547
VT 000 606	
VT 000 617	
VT 000 646	ED 011 032
VT 000 647	ED 011 033
VT 000 648	ED 011 034
VT 000 649	ED 011 035
VT 000 796	ED 011 287
VT 000 859	ED 011 288
VT 000 907	ED 011 289
VT 000 911	
VT 001 127	
VT 001 144	
VT 001 260	ED 011 291
VT 001 267	ED 011 038
VT 001 270	ED 011 928
VT 001 429	

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[1]Also available from EDRS as individual documents.

ERIC Clearinghouse
The Center for Vocational and Technical Education
The Ohio State University
980 Kinnear Road
Columbus, Ohio 43212

FICHE 1

ED 013 338	MICROFICHE COLLECTION OF DOCUMENTS REPORTED IN ABSTRACTS OF RESEARCH AND RELATED MATERIALS IN VOCATIONAL AND TECHNICAL EDUCATION. FALL 1967. OHIO STATE UNIV. COLUMBUS. CENTER FOR VOCATIONAL EDUCATION. 1967. 6.232 P.

ARM 1 OF 91 F67 ED VT000 000 013 338							BEGIN VT000 001		

FICHE 2

ARM 2 OF 91 F67 ED VT000 001 013 338				BEGIN VT000 002						
								BEGIN VT000 004		

FICHE 3

ARM 3 OF 91 F67 ED VT000 004 013 338										

ERIC Clearinghouse
The Center for Vocational and Technical Education
The Ohio State University
980 Kinnear Road
Columbus, Ohio 43212

To: State Directors of Vocational and Technical Education
RCU Directors

Return by or before April 5, 1968

1. We { already __ / are planning to __ } purchase or subscribe to all microfiche available from EDRS for all documents on microfiche from all clearinghouses.

2. We would like to subscribe to the microfiche sets for AIM ___.

3. We would like to subscribe to the microfiche sets for ARM ___.

4. Names of other organizations within the state who might be interested in subscriptions to the microfiche sets of AIM and/or ARM. Please list name and address.

	AIM	ARM
a.	___	___
b.	___	___
c.	___	___

Submitted by: _____
(name) (address)